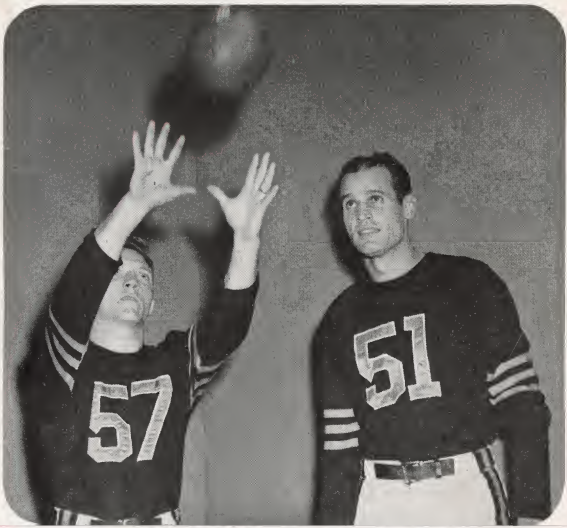
TELEVISION Forecast

NOVEMBER 15 TO NOVEMBER 21 INCLUSIVE



Bears Quarterback Show

WBKB WENR-TV WGN-TV

WTMJ-TV, Milwaukee

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Wednesday—9:00
"Club Television"
Chicago's Original Video Night Club

Saturday, November 20, 1:15 P.M.
Football—Illinois vs. Northwestern
from Dyche Stadium.

Sunday, November 21, 1:45 P.M.
Football—Catholic High School
Championship—North Section
from Soldier Field.

WGN•TV CHANNEL 9

EDITOR'S REPORT

ASCAP Blackout Likely in TV

Television faces an ASCAP blackout similar to that experienced by radio only a few years ago.

ASCAP—the American Society of Composers, Authors and Publishers—controls most of the music heard on TV programs now telecast by Chicago's stations. On December 31, the arrangement between stations and ASCAP expires, with ASCAP asking for fees which top tele officials tell us will not be met.

The result: ASCAP music will not be heard on TV programs. It will bring many changes. For one thing, the "Happy Birthday" song played on many children's programs will be banned—it's an ASCAP possession. Musical backgrounds for TV newsreels, variety shows, amateur hours—music we have taken for granted—may disappear, and if the radio battle is any criterion it may be a long battle.

The first Chicago station to feel ASCAP's pinch was WGN-TV who were forced to abandon their repeat videocast of the Original Amateur Hour, a New York production relayed by the Du Mont network. ASCAP refused to clear performing rights of its numbers on transcribed film shows.

Until legal minds determine whether television constitutes a new right, TV fans will be treated to a different brand of music. It should not be an excuse for stations to present rank musical programs but a challenge to telecast better, more original shows. Already producers and directors are reviewing hundreds and hundreds of musical selections not under the jurisdiction of ASCAP so that the December 31 break will not be noticed.

In a world that is rapidly adopting television, it is interesting to note what is happening at the present time in Great Britain where BBC controls video rights.

While Chicago, New York and other American publishers and television people are arguing about how much TV should pay for music rights, the British Broadcasting Corporation has taken the stand that its contract with the British Performing Rights Society, BPRS, for broadcasting music via AM radio also covers television.

The fact that a camera happens to be telecasting the proceedings of a broadcast is just incidental, the British claim. It is an interesting stand. However, the outcome of the American ASCAP-Tele-industry battle will be watched by the BBC and may well decide the next British discussion with music publishers.

The next few months should be exciting. The anticipated scrap only indicates that TV is finally being recognized as an industry.

TV TOPICS: Look for Ultrafax, the newest system of tele-communications demonstrated to our highest government officials in Washington, D. C. . . . Ultrafax can transmit printed matter at a rate of 1,000,000 words per minute, and is capable of bringing newspapers or other publications into the home via video without interrupting programs! . . . It may well be that future issues of *Television Forecast* will come into the homes of subscribers via Ultrafex. . . . Right now the inventors forecast the possibility of airborne-relay trans-Atlantic television as a climax of the Ultrafax demonstration.

TELEVISION Forecast

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Television Forecast for

Monday

November 15, 1948

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
6:30—LITTLE BORDY for the Children.
7:00—Test Patterns.
8:00—CHICAGOLAND NEWSREEL. Local, national and international news.
8:15—SPORTSMEN'S CORNER. Jack Brickhouse with sports news and guests.
8:30—CHICAGOLAND TELEVISION MYSTERY THEATER.
9:00—"JUNGLE BOOK." An Alexander Korda feature film starring Sabu.
10:55—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree" television's greatest show for all ages.
7:30—FILM.
7:50—NEWS with John Dunham.
8:00—AT OUR HOUSE with Jim and Edie Dexter.
8:15—FILM.
8:30—WRESTLING from Midway Arena with Russ Davis announcing. Action plus.
10:30—NEWS "Today's World Picture." Latest news in pictures.

WENR-TV Channel 7

6:00—Dinner Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:30—DOLLARS AND SENSE. An audience participation show.
8:00—CANDID MICROPHONE. Your favorite radio show now on television.
8:30—SKIP FARRELL SHOW. Songs.

WTMJ-TV Channel 3

7:00—LET'S LOOK AT THE NEWS.
7:15—ARMCHAIR TRAVELS on film.
7:30—AMERICA SONG. NBC.
7:50—ROVING CAMERAS on film.
8:30—SKIP FARRELL SHOW. ABC.

(Subject to Change)

DePaul Offers TV Ad Course

The impact of television on education is being felt in Chicago. Among the first schools in the nation to recognize TV's potential as an advertising medium, De Paul university is offering an accredited course to acquaint students with video advertising. Norman C. Lindquist, television executive for the Malcolm-Howard agency conducts the course.

Lindquist

Lindquist, organizer of the program at De Paul, is giving Chicago students a background of television, its fundamentals, then training them in writing and production of programs and preparation of visual commercials.

In addition to the sessions, Lindquist utilizes motion pictures and slides, and arranges special tours of local TV stations so that students may see what is necessary to put TV programs on the air.

Lindquist has been associated with video since 1939. He is one of the organizers of TAP, Television Advertising Productions, Inc. At Malcolm-Howard he is currently supervising five active TV accounts with programs on WBKB, WENR-TV, and WGN-TV.

End Red Feather Telecharade Nov. 17

Have you solved the Red Feather Telecharade yet?

Wednesday, Nov. 17, is the third and final week, the night on which Ed Roberts will give the third part of the charade. The winner will receive a table model TV receiver.

Response to the stunt will benefit the Community Fund since all proceeds will be directed to that agency. Readers entering the contest should address their entries to Telecharades, WBKB, Chicago, 1.

JERRY KAUFHERR, WGN-TV announcer, has been selected as "Mr. Oomph of TV" by Northwestern university coeds in a recent campus poll.

Indoor Polo Matches Telecast on WENR-TV

Polo matches of the Chicago Polo Association—both intra-mural and in competition with other mid-Western teams are being telecast over WENR-TV Saturdays at 8:30 to conclusion from the 122nd Field Artillery Armory.

The games, which will be televised through mid-April, feature outstanding high goal players of the Association and are announced by Roy D. Keehn, Jr., a Chicago sportsman and attorney.

Likely contenders to be seen in competition with the Chicago Association will be teams from Milwaukee, Detroit, Cleveland, and Culver Military academy.

On the Cover

BEARS QB SHOW—For Chicago Bears fans, WENR-TV each Tuesday presents highlights of the pro team's most recent game plus discussions of plays and future games by coaches and members of the team. Halfback J. R. Boone and End Ken Kavanaugh are shown on the cover of this issue.

Television Forecast for

Tuesday

November 16, 1948

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Burr Tillstrom, one of the country's outstanding puppet artists in action.
7:30—LITTLE OTTO. Dick Snyder makes friends at his drawing board.
7:40—FILM.
7:50—NEWS with John Dunham.
8:00—FILM.
8:15—MIDGET BOXING with Jim Ameche. Tiny mites rock and sock for paloops.
8:30—FILM.
8:44—FILM. "I Cover Chinatown."
9:00—FEATURE FILM. An hour long Hollywood feature.
10:00—NEWS "Today's World Picture." Latest news in pictures.

WENR-TV Channel 7

6:00—Dinner Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—FEATURE FILM.
8:00—CARTOON CONTRASTS.
8:15—CHICAGO BEARS QUARTERBACK SHOW. Highlights of Sunday's game.
8:30—MIDWEST AMATEUR BOXING TOURNAMENT from the Rainbo Arena with Bob Elson and Dave Garroway doing the commercials.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
6:30—LITTLE BORDY Children's Show.
7:00—Test Pattern.
8:00—CHICAGOLAND NEWSREEL with Spencer Allen.
8:15—PERSONALITY PROFILES with Dorsey Connors.
8:30—PUBLIC SERVICE CLUB SHOW with Harold Isbell as emcee.
9:00—WRESTLING with Dennis James as commentator from New York by way of DuMont Network.
10:30—CHICAGOLAND NEWSREEL.

WTMJ-TV Channel 3

7:00—LET'S LOOK AT THE NEWS.
7:15—REEL FUN. Variety entertainment on film.
7:30—FILM PRESENTATION.
7:55—FOOTBALL. Wauwautosa at West Allis, highschool conference.

(Subject to Change)

Television Forecast for

Wednesday

November 17, 1948

WENR-TV Channel 7

6:00—Dinner Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—SET 'EM UP. Bowling from the Rainbow Alleys.
7:30—FEATURE FILM.
8:30—WRESTLING from the Rainbo Arena.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
6:30—LITTLE BORDY.
7:00—TEST PATTERN.
7:30—LITTLE BORDY.
8:00—CHICAGOLAND NEWSREEL.
8:15—SPORTSMEN'S CORNER. News and interviews.
8:30—SPARKLING TIME. Sparkling comic pantomime starring Chuck Dabney.
9:00—CLUB TELEVISION. Chicago's original video night club with stars of the entertainment world accompanied by Bob Trendler's orchestra.
9:45—FILM.
10:00—SPELL WITH ISBELL. A televised spelling bee with prizes for studio contestants and a jackpot telephone call for televiewers.

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Laughter for the whole family.
7:30—DAFFY DERBY with Ernie Simon. Zany Simon hits television at last.
7:45—FILM.
7:50—NEWS with John Dunham.
8:00—TELE-CHARADES with Ed Roberts. Fun for everyone. Test your skill against college groups.
8:30—HOCKEY. Blackhawks vs Montreal Canadians from Chicago Stadium with Joe Wilson announcing.
10:30—NEWS "Today's World Picture." Latest news in pictures.

WTMJ-TV Channel 3

4:00—WHAT'S NEW? Ask Nancy Grey—features of interest to women.
4:30—HOWDY DOODY SHOW. NBC.
5:00—CYCLOPS CLUB with Norman Clayton. Fun for youngsters.
7:00—LET'S LOOK AT THE NEWS.
7:15—FILM PROGRAM.
7:50—FOX-MOVIETONE NEWSREEL. NBC.
8:00—THE GRENADIERS with Bob Heiss.
9:00—SALUTE TO INDUSTRY. The story of Milwaukee's industries.

(Subject to Change)

Sport Fans Grow Prompted by TV

By JACK BRICKHOUSE

Part II

From the sports announcer's standpoint, one of the most gratifying results of television is the great increase in sports followers. At present and for the next few years at least, sports will be an important part of the program structure of any television station. Lack of facilities for studio productions and demand for sports coverage in a sports loving nation combine to make the sports crew's job a full one.

Naturally, with the hue and cry raised by some of the more timid promoters about how television will keep fans away from the turnstiles, television is determined that the increased interest in sports from television coverage will instead create new fans by the thousands for all worthwhile athletic events.

A day never goes by without some new fan stopping me at Wrigley Field, Comiskey Park, the wrestling show, or the fights to say, in effect: "I've been watching this on television and I just had to see what it's like out here in person." This is especially true of women and children.

Men have comprised the majority of sports fans up till now and the female and juvenile dollar has represented a minority percentage of the gate receipts. An informal poll at a baseball game showed 4 out of every 10 paid admissions were women that day. Since it was not ladies' day that figure might very well be a testimonial to television's power to help sell a sport.

Accuracy Important

The first two or three shows reported by a sports announcer entering television are sufficient to convince him that his days of getting by with inaccurate commentaries are over. In radio a man can miss a ball or a strike and even it up on the next pitch. In football, if he has the wrong man with the ball he can dream up a lateral pass to the right one when his spotter corrects him. We've all done it. Now, however, the television announcer who indulges in such laxity

(*Continued on page* 14)

Meet . . . Harold Isbell

Harold Isbell, long associated with quiz and audience participation radio shows in Chicago, now emcees the new "Spell with Isbell" series on WGN-TV every Wednesday, at 10:00 to 10:30 P.M. Based on the old-fashioned spelling bee principle, Isbell adds gags and gimmicks that make the parlor game even more entertaining and interesting to participants and televiewers.

Contestants on the new channel nine feature are lined up in two teams—such as players from two football teams, boys vs. girls, from a stage show chorus, doctors, vs. nurses, etc. Isbell presides in cap and gown attire, assigning the words to be spelled and indulging in some good-natured banter with the contestants.

Every contestant on the show receives a gift, with special prizes for the entire winning team and extra-special prizes for the grand winner.

Though new to WGN-TV, Isbell has

(*Continued on page* 14)

WANT TO SEE A SHOW FROM OUR SIDE?

You are cordially invited to visit our studios and watch an actual, live television show in production. For tickets, merely write to the American Broadcasting Company, Guest Relations Dept., Room 1614, Civic Opera Building, Chicago 6, Ill. Or, if you're near the building, drop in at ABC's Civic Studio Ticket office and tell us which of these great feature shows you would like to see.

•

DOLLARS AND SENSE
Mondays, 7:30 to 8:00 P.M. Unique audience-participation for prizes. Eddie Hubbard, Emcee.

SKIP FARRELL SHOW
Monday, 8:30 to 9:00 P.M. Skip Farrell, songs; Adele Scott Trio; Russ Wilt, piano; the Honeydreamers.

SUPER CIRCUS
Sunday, 4:30 to 5:30 P.M. Vaudeville acts from under the "big top."

VAUDEO VARIETIES
Fridays, 8:00 to 9:00 P.M. Top talent from radio, stage and screen, featuring Eddie Hubbard as m.c.

WATCH
CHANNEL 7
WENR-TV
Key Station — Midwest Network
American Broadcasting Company

Here's a Forecast of Future Plans, Programs on WBKB

"The first phase of a complete reorganization has been completed. We feel that for the first time in its turbulent pioneering history, WBKB is approaching a sound operational level."

With that statement Mr. John Balaban, director of WBKB announced plans for future operations.

"WBKB's air time is now more than 75% commercial," continued Mr. Balaban. "With a number of new accounts pending and set-sales mounting in the Chicago area it is possible that WBKB, in the near future, will be the first station in the industry to reach a break-even point.

"The station now has the guidance of an advisory planning board consisting of Nate Platt, Elmer C. Upton, David B. Wallerstein and William K. Hollander, executive heads of Balaban and Katz theater organization. These men will assist John Mitchell, business manager, and me in such matters as auditioning of new shows, deciding future policy and passing on key personnel," Mr. Balaban added.

A complete program of reconstruction at WBKB is resulting in new offices, dressing rooms, master control booth, RCA image orthicon cameras, a new inter-communication system and many other new installations.

Mr. Balaban disclosed that WBKB is installing a revolutionary new switching system designed and created by one of the station's engineers, Charles Buzzard, under the direction of chief engineer A. H. Brolly. This will be the first completely centralized switching system that can be remotely controlled. It will enable the station to take a signal from seven different sources and feed four sources at the same time. Other radical innovations include automatic dissolves, fades and blends; and fading to a white screen instead of black.

Buzzard has been working on the system for 10 months. When put into operation shortly after January, it is expected to set a new pattern for the TV industry.

Altogether, WBKB is spending more than $100,000 on new construction. And that does not include its new transmitter which, when completed, will be taller from street level and stronger in signal output than any television transmitter in the midwest, Mr. Balaban stated.

Man on the Street Returns on WBKB

You may be on a television program without a contract, without rehearsal, without a script, that is if you meet Russ Davis who is WBKB's Man on the Street. Davis conducted a show of this type last year. Now he's back under the marquee of the State-Lake theater.

Telecast from 6:45 to 7 p.m. each midweek night, Man on the Street will introduce you to passing Chicagoans as Davis pops surprise questions.

(Photo by Fisher)

Two men who will be getting a lot of action this fall: Remote director, Joe Byrnes, and cameraman Wade Parmelee. With football, hockey, basketball and other sports in store for TV fans, these men and the rest of WBKB's personnel will have plenty to do.

TV IS YOUR HOCKEY BOX SEAT—Here Mosienko, Bentley and Conacher are snapped in an action shot that is typical of scenes televised by WBKB, channel 4, at home games of the Chicago Blackhawks. Joe Wilson announces the events.

Club Show Telecast Planned by WGN-TV

The annual banquet and show for the employes' club of the Northern Indiana Public Service company of Hammond will be telecast by WGN-TV on 8:30-9:15 p.m. Tuesday, Nov. 16.

Featuring the music of a thirty-voice chorus, the program will be telecast from the Shoreland hotel on Chicago's south side. The chorus which will entertain banquet guests and televiewers has placed several times in the Chicagoland Music Festival contests and is composed of members of the club.

Harold Isbell, radio and television personality, will emcee the entire program.

Wire TV Tried in 1927

The first wire television between Washington and New York was conducted in 1927, four years after Dr. Vladimir Zworykin patented the inconoscope essential to the electronic basis of TV.

ABC Offers Tickets To Three Telecasts

Television fans who would enjoy seeing a show staged, produced and telecast are invited to be guests of WENR-TV audience-participation shows. Requests for free tickets should be directed to the American Broadcasting Co., Guest Relations Dept., Rm. 1614, Civic Opera Bldg., 20 N. Wacker Drive, Chicago, 6. Phone: DElaware 7-1900.

Tickets are available for "Dollars and Sense," the "Jack Owens Show," "Super Circus" and the "Variety Hour."

Novel Test Pattern!

Detroit tele-set owners report a lively test patern program being offered by WIBK-TV. Periodic features on the various items of transmitter equipment in the TV station are offered in a non-technical manner. It all came about when a bored engineer tired of seeing the test pattern, turned the camera to another section of the studio and started ad libbing.

Television Forecast for

Thursday

November 18, 1948

WGN-TV Channel 9

6:00—Test pattern and Dinner Music.
6:30—LITTLE BORDY.
7:00—TEST PATTERN.
7:50—NEWS with John Dunham.
8:00—CHICAGOLAND NEWSREEL.
8:15—INDIVIDUALLY YOURS. Celeste Carlyle with beauty tips.
8:30—WRESTLING. Jack Brickhouse describes from Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Lovely Fran Allison will sing her way into your heart.
7:30—TOM MIX in "Miracle Riders." Riding and roping in the grand manner.
8:00—THE KNICKERBOCKER SHOW. Chicago's original TV amateur hour with Russ Davis.
9:00—FEATURE FILM.
10:00—NEWS "Today's World Picture." Latest news in pictures.

WENR-TV Channel 7

Note: WENR-TV will not televise this date, but will return to the air Friday, November 19, 1948.

WTMJ-TV Channel 3

4:00—FILM PRESENTATION.
4:30—THE CHIDREN'S CORNER. Films of interest to youngsters.
5:00—LITTLE AMATEURS with Carl Nelson.
7:00—LET'S LOOK AT THE NEWS.
7:15—FILM SHORTS.
7:25—FUR FASHION FORECAST.
7:30—MUSICAL MINIATURES. NBC.
8:00—ADAM vs EVE. Audience participation show.
8:30—DUNNINGER SHOW, starring Dunninger and Paul Winchell. NBC.
9:00—WRESTLING from the South Side Armory.

(Subject to Change)

Readers Air Pros, Cons of Religious Shows on Video

A controversy between readers of *Television Forecast* is growing stronger, if the flow of mail is to be used as a gauge of interest. More than 70% of letters discussing religious programs for TV indicate Chicagoans want regular Sunday morning church telecasts.

Approximately 25% of the writers are against such programs, afraid that they might crowd off more popular TV subjects. The remaining 5% think the argument is nonsense.

Mr. J. B. of Chicago (who asked his name be withheld) writes: "You have repeatedly plugged for religious telecasts, demanding that church programs be allowed to crowd off more popular TV subjects. There can be no doubt that a few people would want such programs and some of them may have written to agree with your attitude on this. However, I know no one who listens to religious radio programs, and there is no reason to believe that such programs would be preferred by any sizable portion of the potential TV viewers. Further, it would contribute further to the unfair situation existing wherein the irreligious are given no opportunity to reply."

That isn't so, says Mr. and Mrs. Eno Zander of Glenwood, Ill., who feel certain religious programs will not crowd off other shows but merely supplement the schedules now offered by Chicago stations. The Zanders say, "There are those of us who do enjoy this type of program, and we're sure there are plenty others, especially those who are deprived of going out to church. So, it's up to television to bring into their homes the church or religious programs."

Telephone surveys taken by members of this magazine indicate that the TV public, like the reading public, want a variety of programs, and that no one program would please the entire viewing audience.

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Farm or Music? Maupin Chooses

Twenty-six years ago, Rex Maupin made his debut in radio. Today, as conductor of WENR-TV's musical programs, Maestro Maupin is well established in video. Chicagoans who see him on channel 7's Vaudeo Varieties, Friday evenings, are unable to picture him as the one-time agricultural student at Kansas State University.

Maupin abandoned the plow for the podium as soon as his formal education was over, and entered a career of music.

REX MAUPIN

Today, far from the soil, Rex has the say-so on all musical problems for the ABC network's central division. He hires the musicians, composes full scores and dramatic program bridges, conducts his own hour-long program twice a week, has charge of the orchestra on several ABC shows and is recording albums of music for a radio library service.

Ravel, Wagner are Favorites

At home, Rex likes to listen to the music of his favorite composers, Ravel and Wagner, on one of the five Maupin radios. After the family retires, Rex dons his old T-shirt and does his homework, composing and arranging, in a secluded room where there are no distractions.

Most of Rex's waking hours are spent with music. This has been the case since he was a child in St. Joseph, Mo., where every member of his family could play at least two or three instruments. His father, who was a music teacher, proudly admitted, "Rex didn't have to practice much, he was so gifted." But gift or no gift, Rex looked forward to life on a farm of his own.

In spite of this avocation, Rex made his musical debut as a professional at the age of seven, touring vaudeville circuits as a member of his father's orchestra. When Rex got to college, after these years of musical experience, he was a godsend to short-handed student bands. He could play trumpet, cello, piano and several other instruments. When a band director, asking Rex to join him, said, "What instrument do you play?" Rex could answer, "What instrument do you need?"

In addition to his agriculture and music, Rex had time to play football, join Sigma Nu social fraternity and enter into campus activities. He met and

(*Continued on page* 13)

Only the
WALCO TELE-VUE LENS
is Optically Perfect!

Enjoy BIG screen television! Enlarges view size and detail of screen up to 4 TIMES! There's a Walco Lens for every set and purse. New adjustable floor model for console receivers. Prices from $12.95 to $59.95.

Phone your nearest dealer for a home demonstration

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Television Forecast for

Friday

November 19, 1948

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Something new every minute with Burr Tilstrom's loveable troupe.
7:30—SUN-TIMES COMIC CAPERS. Don Ward reads the comics.
7:45—KUP'S SHOW-UP. The writer of "Kup's Column" gets into the personal lives of people you would like to meet.
7:50—FILM.
8:00—TOUCHDOWN. The week's grid-iron highlights on film.
8:20—FILM.
8:30—UNDER 21. Teen-age show.
9:00—FEATURE FILM.
10:00—NEWS "Today's World Picture." Latest news in pictures.

WENR-TV Channel 7

6:00—Dinner Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—FEATURE FILMS.
8:00—VAUDEO VARIETIES. A series of vaudeville acts.

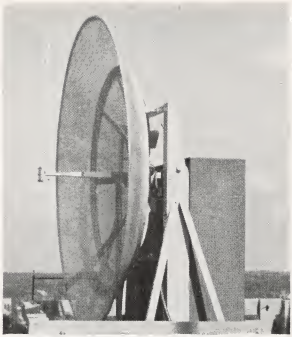
WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
6:30—LITTLE BORDY.
7:00—TEST PATTERN.
8:00—CHICAGOLAND NEWSREEL with Spencer Allen.
8:15—SPORTSMEN'S CORNER. Paul Fogarty with sports news and guests.
8:30—MAN ABOUT TOWN. Hal Stark introduces interesting people and events around time.
9:00—BOXING. Jack Brickhouse describes from Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WTMJ-TV Channel 3

4:00—WHAT'S NEW? Ask Nancy Grey.
4:30—HOWDY DOODY SHOW. NBC.
5:00—MUSEUM EXPLORER'S CLUB. Officials of museum take viewers exploring.
7:00—LET'S LOOK AT THE NEWS.
7:15—PLAY 'EM OR PAY 'EM. Musical quiz game.
7:50—FOX-MOVIETONE NEWSREEL. NBC.
8:00—To be announced.
9:30—TOUCHDOWN. Film highlights of major college football games.

(Subject to Change)



WHAT IS IT? Experts call this device a parabolic microwaves relay antenna, but most TV engineers refer to it as a "dish." Picking up microwave beams from the U. of I. stadium in Champaign, this particular dish sends the signal on to Chicago via coaxial cable. The result is a channel 9 telecast of an exciting football game.

WNBQ Received 190 Miles Away

Further indications that television Station WNBQ's signal is disregarding the rule which says it must stop at the horizon are shown in reports that the test pattern has been seen in two northern Wisconsin cities—Green Bay, 190 miles from Chicago, and Neenah, 170 miles away.

The station's signal previously was reported coming in "clear and strong" in Elkhart, Ind., 90 miles from the transmitter atop the Chicago Civic Opera building. The pattern also has been seen on screens in Lebanon, Ind., and Galesburg, Ill., both beyond the normal 40 to 50 mile range of a video signal.

The station televises its test pattern several hours each day on an experimental basis.

Fiction or Fact?

Clowning Sam Cowling of the Breakfast club has this to say this week: "One of the main causes of divorce in the United States is marriage."

Rex Mauphin . . .

(*Continued from page* 11)

married his college sweetheart, and as Rex explains it, the ceremony was noteworthy for the knocking of his knees.

Directs College Symphony

Rex was appointed director of the university's symphony orchestra and military band and when he received his B.S. degree in agriculture (he still insisted on being a farmer), he stayed on at Kansas to get his master's degree in entomology, providing funds by teaching music. It wasn't until he left college that Rex conceded to music in place of farming, touring vaudeville circuits with name bands for a while and later forming his own band.

Reminiscing over the old days of radio, Rex likes to recall some of the fan mail his first fans sent him. "We got everything imaginable from the listeners," says Rex, and goes on to tell of the sox, ties, cakes, watermelons, handkerchiefs and the like, he and his co-workers received. "Now they want an autographed picture or a tune played for them," remarks Mr. Maupin.

Lives in Wilmette

The Maupin family lives in Wilmette, a suburb of Chicago. Mrs. Maupin is an enthusiastic antique collector. Rex collects burned-out radio tubes and works with his ham radio set. The Maupin children are Roger, 11, and Ardeth, a sophomore in college. Their father is on the stocky side, standing five feet, six inches and weighing about 168 pounds. He has grey eyes and silvered brown hair.

Rex likes to read anything by Dickens and attend plays by Noel Coward. He is a good dancer but hates night clubs and prefers firelight to bright lights. When weather permits, Rex is an avid gardener. His favorite forms of relaxation, flying and skiing, have caused many a Maupin bone to break or fracture. After many accidents, Rex finally took out accident insurance, and, to his amazement, he hasn't had a mishap since.

Television Forecast for

Saturday

November 20, 1948

WENR-TV Channel 7

6:31—Dinner Music.

7:30—FILM.

8:00—STAND BY FOR CRIME.

8:30—POLO GAMES.

WGN-TV Channel 9

9-12—Test Pattern.

12:45—CHICAGOLAND NEWSREEL.

1:00—GRANDSTAND QUARTERBACK. Pierre Andre conducts interesting views from the field.

1:15—FOOTBALL. Illinois vs Northwestern from Dyche Stadium. Hal Totten and Bill O'Connor describe this exciting game.

3:30—FOOTBALL SCOREBOARD. Bill Evans with all the grid scores around the nation.

WBKB Channel 4

7:45—Test Pattern.

8:00—WESTERN FILM. "The Lone Rider and Outlaws of Border Pass."

9:00—FILM.

9:30—NEWS "Today's World Picture." Latest news in pictures.

WTMJ-TV Channel 3

1:45—FOOTBALL. South Dakota at Marquette in Milwaukee.

4:20—SPORTS ROUNDUP. News of major sports events.

4:30—THOSE KEEN TEENS. Variety show.

7:00—LET'S LOOK AT THE NEWS.

7:15—TRYOUTS FOR TEEVEE. Weekly television talent hunt.

7:45—GOLDEN WEDDING GREETINGS.

7:50—NEWSREEL. NBC.

8:30—POLO MATCHES (tentative). ABC.

(Subject to Change)

SPECIAL NOTICE

As long and as often as equipment tests and adjustments will permit, WNBQ the NBC television station in Chicago will have a test pattern on channel 5, from 10:00 a.m. to 6:00 p.m., daily.

Television Forecast for

Sunday

November 21, 1948

WGN-TV Channel 9

1:30—FILM.
1:45—FOOTBALL. Catholic High-school North section championship from Soldiers Field with Jack Brickhouse announcing.
6:30—CHICAGO TRIBUNE COMICS. Walt Newton reads the comics.
7:00—REEL ADVENTURES. Features amateur films.
7:30—FILM.
8:00—CROSS QUESTION. The realistic studio presentation of a fictional courtroom trial.
9:00—STARS OF TOMORROW. Popular WGN amateur show televised as it is being broadcast.
9:30—CHICAGOLAND NEWSREEL REVIEW.

WBKB Channel 4

6:30—FILM.
7:30—NEWS "Today's World Picture." The latest news in pictures.
8:00—TELENEWS. A weekly roundup of newsreel highlights.
8:25—HOCKEY. Blackhawks vs Toronto Maple Leafs from the Chicago Stadium with Joe Wilson announcing.
10:45—DISNEY NEWSREEL. The world brought to your door.

WENR-TV Channel 7

4:30—SUPER CIRCUS.
5:30—STUMP THE AUTHORS.
6:00—FEATURE FILM.
7:00—MUSIC IN VELVET with Don Lindley's orchestra.
7:30—ABC TELEVISION PLAYERS.
8:00—SECOND GUESSERS. A comedy quiz program. Televiewers may win $25 savings bonds and silver dollars for identifying famous personalities.
8:15—FILM.
8:30—WHAT DO YOU THINK. "Great Books" discussion.

WNBQ Channel 5

8:00—TELEVISION PLAYHOUSE "Angel in the Wings" a Broadway Musical.

WTMJ-TV Channel 3

1:40—PACKER PREVIEW. Live interviews from State Fair Park.
1:55—FOOTBALL. Green Bay Packers vs New York Giants at Fair Park.
4:20—SPORTS ROUNDUP. Scores of other major sports events.
7:00—MODERN MAGIC. Popular science film series.
7:10—TELENEWS DIGEST.
7:30—TEEVEE VARIETIES. Live variety show from studios.
8:00—TELEVISION PLAYHOUSE. Broadway hits produced by Actor's Equity. NBC.
9:00—NEWS. Review of the week. NBC.
9:10—AROUND THE TOWN with the WTMJ-TV Cameraman.

(Subject to Change)

Brickhouse . . .

(*Continued from page* 6)

is buying a one way ticket out of the business. The camera is infallible. The viewers all have 20/20 vision.

Ordinarily, on an AM radio football pickup, the announcer makes sure he has memorized the numbers of the backs and ends but will sometimes depend on his spotters to back him up in identifying the rest of the players and trusting the progress of the game to impress the rest of the numbers on his mind. It won't work when the camera's on the job with you.

Need Good Memory

In preparing for the All-Star-Cardinals' game, I had to make sure I had committed to memory 142 football numbers with no margin for error. It'll be the same with every game televised from now on.

It's tough work but I know this much—the gratifying response from a critical audience makes it worth every effort we put into it and that goes too for the huge crew of technicians behind the scenes who do more work than the hardest working announcer.

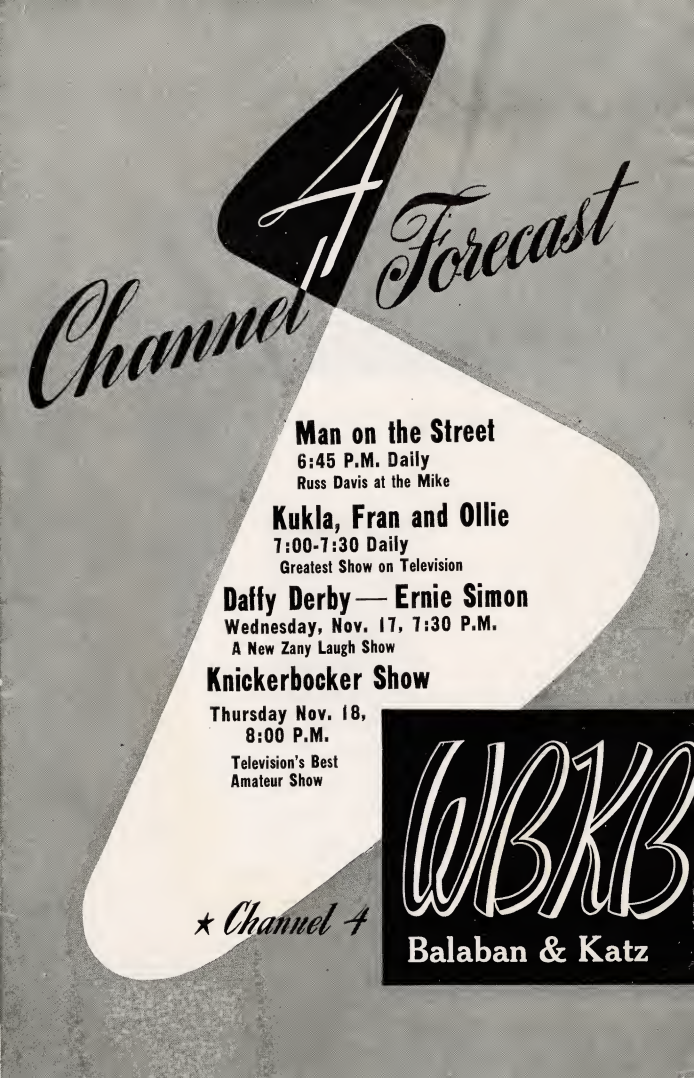
In addition, the announcer is the gent who takes the bows and whom cute kids and pretty ladies ask for an autograph. He's the fellow who, when he walks into the restaurant, looks out of the corner of his eye and notices the folks at the far table nodding their heads and glancing his way in recognition. We're all ham enough to convince ourselves that what they're saying is complimentary—and we love it! Things were never like this in that shoe factory!

Isbell . . .

(*Continued from page* 7)

been associated with WGN and other Chicago radio stations for several years. He started in radio in 1922, at KFI in Los Angeles, and in succeeding years worked at stations in New York, Detroit, Cleveland, New Orleans and many other cities, with experience in motion pictures, theater, vaudeville and radio.

"Spell with Isbell" is directed by WGN-TV staff producer Brune Ve Soto.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Kukla, Fran and Ollie
7:00-7:30 Daily
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